



OFF-SITE DELIVERY OF AN EXISTING PROGRAM FORM

Sponsoring Institution (s): Columbia College – Jefferson City Campus
Name of Institution (Campus or off-campus residential center in the case of multi-campus institutions).

Program Title: Master of Business Administration
Degree/Certificate: Master's Degree
Institution Granting Degree: Columbia College
Delivery Site(s): Additional degree for 0032.
Mode of Program Delivery: In-seat

Geographic Location of Student Access: Jefferson City, MO and surrounding communities.

CIP Classification: 52.0101 (Please provide CIP code)

Implementation Date: October 2014

Semester and Year

Cooperative Partners: N/A

AUTHORIZATION

Dr. Terry B. Smith, Executive Vice President
and Dean for Academic Affairs

10.1.14

Name/Title of Institutional Officer

Signature

Date

Misty A. Bush, Director, Office of Institutional Compliance

(573) 875-7697

Person to Contact for More Information

Telephone



B. Residency requirements, if any: Complete 12 semester credit hours of graduate coursework at Columbia College.

Courses (specific courses OR distribution area and credits):

[illegible]

Course Number	Credits	Course Title
		Required Graduate Foundation Courses (12 semester credit hours)
BUSI 508	3	Decision Science for Business
BUSI 510	3	Managerial Economics
BUSI 562	3	Managerial Accounting
BUSI 570	3	Managerial Finance
		Required Graduate Core Courses (24 semester credit hours)
BUSI 502	3	Information Systems for Management
BUSI 504	3	Business Communication Theory and Practice
BUSI 506	3	Legal and Ethical Environment for Business
BUSI 522	3	Organizational Theory and Practice
BUSI/MSJC 526	3	Human Resource Management and Theory
BUSI 528	3	International Business
BUSI 544	3	Marketing Strategy
BUSI 595	3	Strategic Management

E. Free elective credits: N/A
(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience: BUSI 595 Strategic Management is the capstone experience course for all students receiving a MBA degree.

G. Any unique features such as interdepartmental cooperation: N/A



PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name Columbia College
Program Name Master of Business Administration
Date 10/2014

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

To be considered for full or post-baccalaureate admission to any graduate program, students must submit all required application materials to the Graduate Admission Office:

APPLICATION REQUIREMENTS:

1. *A completed application for graduate admission: <http://www.ccis.edu/apply>.*
2. *Non-refundable application fee of \$55. The application fee is waived for students who earned a baccalaureate degree at Columbia College.*
3. *Official transcripts from the following: all institutions where a bachelor's degree was earned; all institutions where a master's degree was earned; all institutions where any of the required prerequisite courses were completed; all non-U.S. institutions where any coursework was completed. All other transcripts may be submitted as unofficial copies.*
4. *Personal resume.*
5. *A personal goal statement of 300-500 words. The goal statement should establish a correlation between the goals of the graduate degree program and the applicant's personal and professional goals.*
6. *Supply three recommendation forms completed by three separate work-related references. Recommenders' names and email addresses are required to be listed on the application form. Once the application is submitted, a recommendation form will automatically be emailed to each recommender listed.*

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7. *MBA Applicants: Students with a cumulative GPA of less than 3.0 from a Regionally accredited institution may submit for consideration a GMAT score of 550 or higher. Students who have not completed the following concept courses in their baccalaureate degree must complete these courses (or their equivalent) before considered for full admission to the MBA program. If the baccalaureate degree is complete without these courses, consideration as a post-baccalaureate student can be given:*

ACCT 280 Accounting I (Financial) 3 hrs

ACCT 281 Accounting II (Managerial) 3 hrs

FINC 350 Business Finance 3 hrs

MKTG 310 Principles of Marketing 3 hrs

MGMT 330 Principles of Management 3 hrs

ACCT 280, ACCT 281, and FINC 350 must be taken sequentially.

To be guaranteed consideration for enrollment in a session, the complete file needs to be received no later than two (2) weeks prior to the beginning of any academic session. Review of graduate application files will not begin until six months prior to the intended term of enrollment.

A complete application file is required before Columbia College may process an application for financial aid.

ADMISSION CATEGORIES

Full Program: Students applying for Full Program admission to any graduate program must complete all application steps for the program to which they are applying. Students who meet the admission criteria and wish to pursue a graduate degree are classified as full program admits. Fully admitted graduate students may enroll for undergraduate or graduate courses for which they have met prerequisites.

Post-Baccalaureate: Students applying for Post-baccalaureate admission to any graduate program must complete all application steps for the program to which they are applying. In addition to the admission procedures outlined, above, the following requirements must be met for post-baccalaureate students to become fully admitted students in their graduate programs:

MBA Post-Baccalaureate: The MBA prerequisite courses include ACCT 280 Accounting I, ACCT 281 Accounting II, MKTG 310 Principles of Marketing, MGMT 330 Principles of Management and FINC 350 Business Finance. Student must earn a grade of B or higher in each undergraduate prerequisite course in order to be considered for full or conditional admission.

Non-Degree Admission: Students who hold a baccalaureate degree but do not wish to earn



a graduate degree at Columbia College may enroll in graduate courses as non-degree seeking students. Non-degree seeking students with a bachelor's degree may complete a maximum of twelve (12) semester hours of graduate-level coursework. There is no limit to the number of hours a non-degree seeking student can take if the student has an advanced degree. To be considered for Non-Degree admission to any graduate program at Columbia College, students must complete steps 1-4 of the application requirements. In addition, the following additional information is required for the MBA degree:

- 1. Goal Statement 300-500 words.*
- *Characteristics of a specific population to be served, if applicable. Columbia College serves traditional students at its Day Campus. Columbia College specializes in adult education and military education. Our top military education and adult continuing education opportunities are available at campuses nationwide. With smaller class sizes and flexible class schedules, we make earning your college degree as convenient as it can possibly be around your other daily business and family obligations. We serve nearly 31,000 college students each year in 13 states, with 18 campuses being conveniently located on military bases.*

2. Faculty Characteristics

- *Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.
Faculty must have a minimum of a master's degree in the appropriate field including at least three courses directly related to the content area; many of the faculty members have doctorates or other terminal degrees. All faculty teaching for Columbia College at off-campus locations are part-time adjuncts. A core of recurring faculty teaches on a regular basis, and almost all teach in at least two of the five sessions per year.*
- *Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.
Full-time faculty can teach 12 credit hours or less in a given session. Adjunct faculty can teach no more than 9 credit hours in a given session, but no more than 6 in-seat credit hours a session.*
- *Expectations for professional activities, special student contact, teaching/learning innovation.
Full-time faculty members are required to have 5 hours a week of office hours for designated for their students. Full-time faculty members are required to participate in professional development. Adjunct faculty members are required to provide their contact information to their students.*



3. Enrollment Projections

- Student FTE majoring in program by the end of five years.
(Please see attached Student Enrollment Projections.)
- Percent of full time and part time enrollment by the end of five years.
(Please see attached Student Enrollment Projections.)

4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.
Master's 3 Year Mark – 75% Master's 5 Year Mark – 100%

(NOTE: The above percentages are estimates because Columbia College does not track how many students graduate with a Master's degree specifically based on the time they begin their coursework. However, it is estimated that 75% of students who begin working on a Master's degree should have the degree completed at the three year mark and 100% of students should have a Master's degree completed at the five year mark.)

- Special skills specific to the program.
(Please see attached Student Enrollment Projections.)
- Proportion of students who will achieve licensing, certification, or registration.
(Please see attached Student Enrollment Projections.)
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
Columbia College's goal is to have all students score at least in the 75th percentile on all normed tests.
- Placement rates in related fields, in other fields, unemployed.
N/A
- Transfer rates, continuous study.
N/A

5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**
The degree program being proposed has been approved by the Higher Learning Commission.



6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.* *N/A*
- Expected satisfaction rates for employers, including timing and method of surveys.
N/A

7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.
Please find Institutional Characteristics at Attachment 1.



STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full Time	47	48	50	51	53
Part Time	7	7	8	8	9
Total	54	55	58	59	62

Please provide a rationale regarding how student enrollment projections were calculated:

The calculations for the projected enrollments for the Master of Business Administration degree were calculated based on actual enrollments for Master of Business Administration degree program during the 2013-2014 academic year. There were a total of 47 students enrolled full-time and 7 students enrolled part-time. An increase of approximately 3% was applied for each projected year.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

The Master of Business Administration (MBA) offers a balance of theory and practice. The mission of the MBA program is to prepare working adults in the early stages of their careers in small or middle-sized organizations with the knowledge, skills, and personal characteristics that will enhance performance in their present occupation, and prepare them for advancement to upper-level management in the future.

A principal strategy for achievement of this overall goal is to employ a balanced educational approach that includes a rich mixture of business theory and practice. The MBA program complements management development activities which, in combination, prepare working adults for advancement within an organization. To this end, the MBA program enhances career opportunities in the management of business firms or other formally organized enterprises. Therefore, the program centers on a professional approach which balances business theory with practice in the search for knowledge, skills, and methodologies that are useful in formulating strategies for the future in an uncertain and often turbulent business environment.

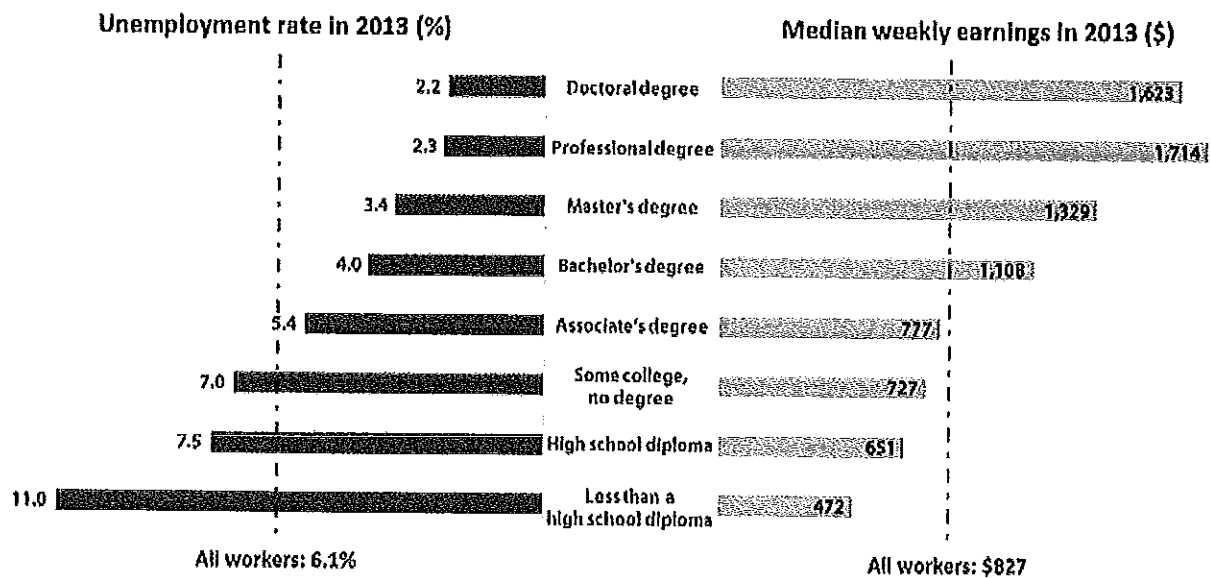
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Students will be provided back to their community and gain personal satisfaction, and potential increase of income. Students earning the degree are providing a long-term investment for society. Education will allow for improvements, advancements, and sustainability, which will result in a return of investment for society as a whole.

Earnings and unemployment rates by educational attainment



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: Current Population Survey, U.S. Bureau of Labor Statistics, U.S. Department of Labor